

Rep Order# 6842890 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order# 105587

Printed: 09/04/2012 5:20 AM

1 of 6

Last Received: 08/16/2012 10:24 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () .RNC IE
Product NV
Estimate# 3036
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Rep Firm Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Agency C/P1/P2/E 20/444/3036
Flight Dates 08/18/2012 - 08/24/2012
Hiatus Weeks
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-------|----------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | M | 5A-6A | WAKE W/WAGNRS1 | :30 | \$400.00 | 08/20-08/20 | 1 | 1 | 1 | \$400.00 | |
| | 2 | TU | 5A-6A | WAKE W/WAGNRS1 | :30 | \$400.00 | 08/21-08/21 | 1 | 1 | 1 | \$400.00 | |
| | 3 | W | 5A-6A | WAKE W/WAGNRS1 | :30 | \$400.00 | 08/22-08/22 | 1 | 1 | 1 | \$400.00 | |
| | 4 | TH | 5A-6A | WAKE W/WAGNRS1 | :30 | \$400.00 | 08/23-08/23 | 1 | 1 | 1 | \$400.00 | |
| | 5 | F | 5A-6A | WAKE W/WAGNRS1 | :30 | \$400.00 | 08/24-08/24 | 1 | 1 | 1 | \$400.00 | |
| | 6 | M | 6A-7A | WAKE W/WAGNRS2 | :30 | \$700.00 | 08/20-08/20 | 2 | 1 | 2 | \$1,400.00 | |
| | 7 | TU | 6A-7A | WAKE W/WAGNRS2 | :30 | \$700.00 | 08/21-08/21 | 2 | 1 | 2 | \$1,400.00 | |
| | 8 | W | 6A-7A | WAKE W/WAGNRS2 | :30 | \$700.00 | 08/22-08/22 | 2 | 1 | 2 | \$1,400.00 | |
| | 9 | TH | 6A-7A | WAKE W/WAGNRS2 | :30 | \$700.00 | 08/23-08/23 | 2 | 1 | 2 | \$1,400.00 | |
| | 10 | F | 6A-7A | WAKE W/WAGNRS2 | :30 | \$700.00 | 08/24-08/24 | 2 | 1 | 2 | \$1,400.00 | |
| | 11 | M | 7A-9A | TODAY SHW | :30 | \$1,400.00 | 08/20-08/20 | 1 | 1 | 1 | \$1,400.00 | |
| | 12 | TU | 7A-9A | TODAY SHW | :30 | \$1,400.00 | 08/21-08/21 | 1 | 1 | 1 | \$1,400.00 | |
| | 13 | W | 7A-9A | TODAY SHW | :30 | \$1,400.00 | 08/22-08/22 | 1 | 1 | 1 | \$1,400.00 | |
| | 14 | TH | 7A-9A | TODAY SHW | :30 | \$1,400.00 | 08/23-08/23 | 1 | 1 | 1 | \$1,400.00 | |

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|-----|-----|---------|----------------|---------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 15 | F | 7A-9A | TODAY SHW | | :30 | \$1,400.00 | 08/24-08/24 | 1 | 1 | 1 | \$1,400.00 | |
| 16 | SA | 6A-7A | NW3 AT SUNRISE | | :30 | \$350.00 | 08/18-08/18 | 1 | 1 | 1 | \$350.00 | |
| 17 | SA | 7A-9A | SATURDAY TODAY | | :30 | \$625.00 | 08/18-08/18 | 1 | 1 | 1 | \$625.00 | |
| 18 | SU | 6A-7A | NW3-SUNRS WKND | | :30 | \$325.00 | 08/19-08/19 | 1 | 1 | 1 | \$325.00 | |
| 19 | SU | 7A-8A | SUN TODAY | | :30 | \$625.00 | 08/19-08/19 | 1 | 1 | 1 | \$625.00 | |
| 20 | M | 9A-10A | TODAY SHW2 | | :30 | \$500.00 | 08/20-08/20 | 1 | 1 | 1 | \$500.00 | |
| 21 | TU | 9A-10A | TODAY SHW2 | | :30 | \$500.00 | 08/21-08/21 | 1 | 1 | 1 | \$500.00 | |
| 22 | W | 9A-10A | TODAY SHW2 | | :30 | \$500.00 | 08/22-08/22 | 1 | 1 | 1 | \$500.00 | |
| 23 | TH | 9A-10A | TODAY SHW2 | | :30 | \$500.00 | 08/23-08/23 | 1 | 1 | 1 | \$500.00 | |
| 24 | F | 9A-10A | TODAY SHW2 | | :30 | \$500.00 | 08/24-08/24 | 1 | 1 | 1 | \$500.00 | |
| 25 | M | 10A-11A | TODAY SHW3 | | :30 | \$325.00 | 08/20-08/20 | 1 | 1 | 1 | \$325.00 | |
| 26 | TU | 10A-11A | TODAY SHW3 | | :30 | \$325.00 | 08/21-08/21 | 1 | 1 | 1 | \$325.00 | |
| 27 | W | 10A-11A | TODAY SHW3 | | :30 | \$325.00 | 08/22-08/22 | 1 | 1 | 1 | \$325.00 | |
| 28 | TH | 10A-11A | TODAY SHW3 | | :30 | \$325.00 | 08/23-08/23 | 1 | 1 | 1 | \$325.00 | |
| 29 | F | 10A-11A | TODAY SHW3 | | :30 | \$325.00 | 08/24-08/24 | 1 | 1 | 1 | \$325.00 | |
| 30 | M | 11A-12P | RACHAEL RAY | | :30 | \$325.00 | 08/20-08/20 | 1 | 1 | 1 | \$325.00 | |

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|-----|-----|-----|---------|-----------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 31 | TU | 11A-12P | RACHAEL RAY | :30 | \$325.00 | 08/21-08/21 | 1 | 1 | 1 | \$325.00 | |
| | 32 | W | 11A-12P | RACHAEL RAY | :30 | \$325.00 | 08/22-08/22 | 1 | 1 | 1 | \$325.00 | |
| | 33 | TH | 11A-12P | RACHAEL RAY | :30 | \$325.00 | 08/23-08/23 | 1 | 1 | 1 | \$325.00 | |
| | 34 | SA | 730P-8P | NEWS | :30 | \$375.00 | 08/18-08/18 | 1 | 1 | 1 | \$375.00 | |
| | 35 | SU | 9A-930A | NEWS3 TDY-WKND | :30 | \$500.00 | 08/19-08/19 | 1 | 1 | 1 | \$500.00 | |
| | 36 | M | 5P-630P | NEWS 3/NBC NITELY NWS | :30 | \$1,000.00 | 08/20-08/20 | 2 | 1 | 2 | \$2,000.00 | |
| | 37 | TU | 5P-630P | NEWS 3/NBC NITELY NWS | :30 | \$1,000.00 | 08/21-08/21 | 2 | 1 | 2 | \$2,000.00 | |
| | 38 | W | 5P-630P | NEWS 3/NBC NITELY NWS | :30 | \$1,000.00 | 08/22-08/22 | 2 | 1 | 2 | \$2,000.00 | |
| | 39 | TH | 5P-630P | NEWS 3/NBC NITELY NWS | :30 | \$1,000.00 | 08/23-08/23 | 2 | 1 | 2 | \$2,000.00 | |
| | 40 | F | 5P-630P | NEWS 3/NBC NITELY NWS | :30 | \$1,000.00 | 08/24-08/24 | 2 | 1 | 2 | \$2,000.00 | |
| | 41 | SA | 5P-630P | NEWS 3/NBC NITELY NWS | :30 | \$650.00 | 08/18-08/18 | 3 | 1 | 3 | \$1,950.00 | |
| | 43 | M | 630P-7P | JEOPARDY | :30 | \$1,000.00 | 08/20-08/20 | 1 | 1 | 1 | \$1,000.00 | |
| | 44 | TU | 630P-7P | JEOPARDY | :30 | \$1,000.00 | 08/21-08/21 | 1 | 1 | 1 | \$1,000.00 | |
| | 45 | W | 630P-7P | JEOPARDY | :30 | \$1,000.00 | 08/22-08/22 | 1 | 1 | 1 | \$1,000.00 | |
| | 46 | TH | 630P-7P | JEOPARDY | :30 | \$1,000.00 | 08/23-08/23 | 1 | 1 | 1 | \$1,000.00 | |
| | 47 | F | 630P-7P | JEOPARDY | :30 | \$1,000.00 | 08/24-08/24 | 1 | 1 | 1 | \$1,000.00 | |
| | 48 | TU | 7P-730P | WHEEL-FORTNE | :30 | \$1,000.00 | 08/21-08/21 | 1 | 1 | 1 | \$1,000.00 | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 49 | TH | 7P-730P | WHEEL-FORTNE | | :30 | \$1,000.00 | 08/23-08/23 | 1 | 1 | 1 | \$1,000.00 | |
| 50 | M | 730P-8P | FACE-J RALSTON | | :30 | \$800.00 | 08/20-08/20 | 1 | 1 | 1 | \$800.00 | |
| 51 | W | 730P-8P | FACE-J RALSTON | | :30 | \$800.00 | 08/22-08/22 | 1 | 1 | 1 | \$800.00 | |
| 52 | F | 730P-8P | FACE-J RALSTON | | :30 | \$800.00 | 08/24-08/24 | 1 | 1 | 1 | \$800.00 | |
| 53 | M | 9P-10P | STARS STRIPES | | :30 | \$2,300.00 | 08/20-08/20 | 2 | 1 | 2 | \$4,600.00 | |
| 54 | M | 10P-11P | GRIMM | | :30 | \$2,300.00 | 08/20-08/20 | 1 | 1 | 1 | \$2,300.00 | |
| 55 | TU | 8P-10P | AM-TLNT-TU | | :30 | \$4,000.00 | 08/21-08/21 | 2 | 1 | 2 | \$8,000.00 | |
| 56 | SU | 5P-8P | NFL PS SNF | | :30 | \$3,200.00 | 08/19-08/19 | 2 | 1 | 2 | \$6,400.00 | |
| 57 | SU | 8P-9P | NWS3 LIVE PT | | :30 | \$1,100.00 | 08/19-08/19 | 2 | 1 | 2 | \$2,200.00 | |
| 58 | W | 11P-1135P | NEWS 3 AT 11 | | :30 | \$1,100.00 | 08/22-08/22 | 1 | 1 | 1 | \$1,100.00 | |
| 59 | TH | 11P-1135P | NEWS 3 AT 11 | | :30 | \$1,100.00 | 08/23-08/23 | 1 | 1 | 1 | \$1,100.00 | |
| 60 | SA | 11P-1135P | WKD2 NWS-AT 11 | | :30 | \$1,100.00 | 08/18-08/18 | 1 | 1 | 1 | \$1,100.00 | |
| 61 | SU | 11P-1135P | WKD NWS3 AT 11 | | :30 | \$1,100.00 | 08/19-08/19 | 1 | 1 | 1 | \$1,100.00 | |
| 62 | M | 1135P-1235A | TONITE SHW | | :30 | \$425.00 | 08/20-08/20 | 2 | 1 | 2 | \$850.00 | |
| 63 | TU | 1135P-1235A | TONITE SHW | | :30 | \$425.00 | 08/21-08/21 | 2 | 1 | 2 | \$850.00 | |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 64 | W | 1135P-1235A | TONITE SHW | :30 | \$425.00 | 08/22-08/22 | 2 | 1 | 2 | \$850.00 | |
| | 65 | TH | 1135P-1235A | TONITE SHW | :30 | \$425.00 | 08/23-08/23 | 2 | 1 | 2 | \$850.00 | |
| | 66 | F | 1135P-1235A | TONITE SHW | :30 | \$425.00 | 08/24-08/24 | 2 | 1 | 2 | \$850.00 | |
| | 67 | M | 1235A-135A | J FALLON | :30 | \$225.00 | 08/20-08/20 | 1 | 1 | 1 | \$225.00 | |
| | 68 | TU | 1235A-135A | J FALLON | :30 | \$225.00 | 08/21-08/21 | 1 | 1 | 1 | \$225.00 | |
| | 69 | W | 1235A-135A | J FALLON | :30 | \$225.00 | 08/22-08/22 | 1 | 1 | 1 | \$225.00 | |
| | 70 | TH | 1235A-135A | J FALLON | :30 | \$225.00 | 08/23-08/23 | 1 | 1 | 1 | \$225.00 | |
| | 71 | F | 1235A-135A | J FALLON | :30 | \$225.00 | 08/24-08/24 | 1 | 1 | 1 | \$225.00 | |
| | 72 | SU | 1135P-12A | SPORT NT-L VGS | :30 | \$400.00 | 08/19-08/19 | 1 | 1 | 1 | \$400.00 | |
| | 73 | M-F | 12P-1230P | | :30 | \$425.00 | 08/20-08/24 | 3 | 1 | 3 | \$1,275.00 | |
| | | | Buyline Comment: | NEWS | | | | | | | | |

---REPORT TOTALS---

Report Totals: 95 / \$80,525.00

---SALES MONTHLY TOTALS---

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Aug 12: 95 / \$80,525.00

Sales Totals: 95 / \$80,525.00

Station Totals: 95 / \$80,525.00

Lines not sent/rclld/rtrn: 0 / \$0.00

--COMPETITIVE--

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|----|------|----|------|-----|------|-----|
| Market Totals | \$230,071 | CATV | 0% | KBLR | 0% | KINC | 0% | KLAS | 35% | KSNV | 35% |
| | | KTNV | 12% | KTUD | 0% | KVCW | 2% | KVMY | 1% | KVUU | 15% |
| | | XXXX | 0% | | | | | | | | |

--COMPETITIVE COMMENTS--

NEW ORDER

EST SHARES

Books JUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE